

ITASHA DESIGN GUIDE

A Step-by-Step Guide to Help You Plan Your Dream Itasha

Creating an itasha is a **personal expression of art, passion, and individuality**. To ensure your design turns out exactly how you envision it, use this guide to organize your ideas, preferences, and goals before diving into the design phase.

1. Theme & Character Selection

- **What anime, manga, video game, or character(s) do you want to feature?**
- **What aspects of the anime, manga, video game, or character(s) do you want to highlight?** (Pose, expression, outfit, iconic moment, symbols, etc.)
- **What Itasha Design Type do you like? (Check all that apply.)**
 - ☐ **Minimalist** | A clean, understated design that uses fewer elements while maintaining a cohesive and striking look across the car's livery.
 - ☐ **Maximalism** | A bold, overwhelming design packed with intricate details, creating a chaotic yet captivating visual statement across the livery.
 - ☐ **Design-Esque** | A livery inspired by anime, manga, or video games but crafted with subtlety—blending seamlessly into a stylish automotive design. To the casual eye, it's just a sleek car, but seasoned otaku will recognize the hidden details.
 - ☐ **Sponsor Galore** | A livery plastered with sponsor logos, mimicking the look of professional race cars—bold, dynamic, and performance-inspired.
 - ☐ **Character-Heavy** | A livery centered around a single character, making them the undeniable focal point of the design.

☐ **Anime/Manga/VG (Original) Themed** | A livery dedicated to a specific anime, manga, or video game, fully immersing the car in its world and aesthetic.

☐ **Individual Flavor** | A livery that reflects a person's unique passions and interests, blending elements from multiple animes, characters, or themes to create a one-of-a-kind design.

☐ Other:

2. Vehicle & Wrap Coverage

• What is your car's make, model, and color?

• Do you want a

☐ Full wrap (entire car covered)

☐ Partial wrap (certain sections only)

• Which areas do you want covered?

☐ Hood

☐ Roof

☐ Doors

☐ Bumpers

☐ Fenders

☐ Side skirts

☐ Rear window

☐ Other: _____

3. Color & Style Choices

• What overall mood or aesthetic do you want?

☐ Bold & flashy

☐ Elegant & sleek

- ☐ Dark & edgy
- ☐ Soft & pastel
- ☐ Cyberpunk/neon
- ☐ Other: _____

- What primary colors do you want in the design?
- Are there any specific patterns, textures, or gradients you'd like to include?

4. Graphic Design Elements

- Should your itasha include additional elements like logos, text, or symbols?
 - ☐ Character name
 - ☐ Anime/game title
 - ☐ Quotes
 - ☐ Your social handles (@_____)
 - ☐ Racing-inspired numbers/logos
 - ☐ Other: _____
- What font style would fit your design? (Modern, graffiti, elegant, futuristic, etc.)

5. Exterior & Interior Modifications

- Will you be adding body modifications that may affect the design?
 - ☐ Widebody kit
 - ☐ Spoiler/wings
 - ☐ Custom rims
 - ☐ Window tints
 - ☐ LED lights/neon underglow
 - ☐ Other: _____

- For the interior design, are there any designs we can create to give a more cohesive feel for your wrap?

- ☐ Air Freshner
- ☐ Warning Stickers
- ☐ Floor mats
- ☐ Other: _____

6. Budget & Sponsorships

- What is your estimated budget for the wrap?

- ☐ <\$1,000 (Partial wrap or DIY vinyl)
- ☐ \$1,000–\$3,000 (Basic full wrap)
- ☐ \$3,000+ (Custom high-quality wrap with installation)

- Do you plan to seek sponsorships? If so, list out which brands you would love to partner with:

7. Finding References & Inspirations

Pile together a bunch of reference images and inspirations you like to be incorporated into your design. Save things that reference poses, colors you like, fonts you think work well, and anything that you would love to be in your future design.

References & Inspirations Drive/Dropbox/Board: _____

Once you've answered these questions, you'll have a **clear blueprint** for your dream itasha! Whether designing it yourself or working with an artist, this guide will ensure the final result is a **stunning, personal, and well-thought-out** piece of automotive art.